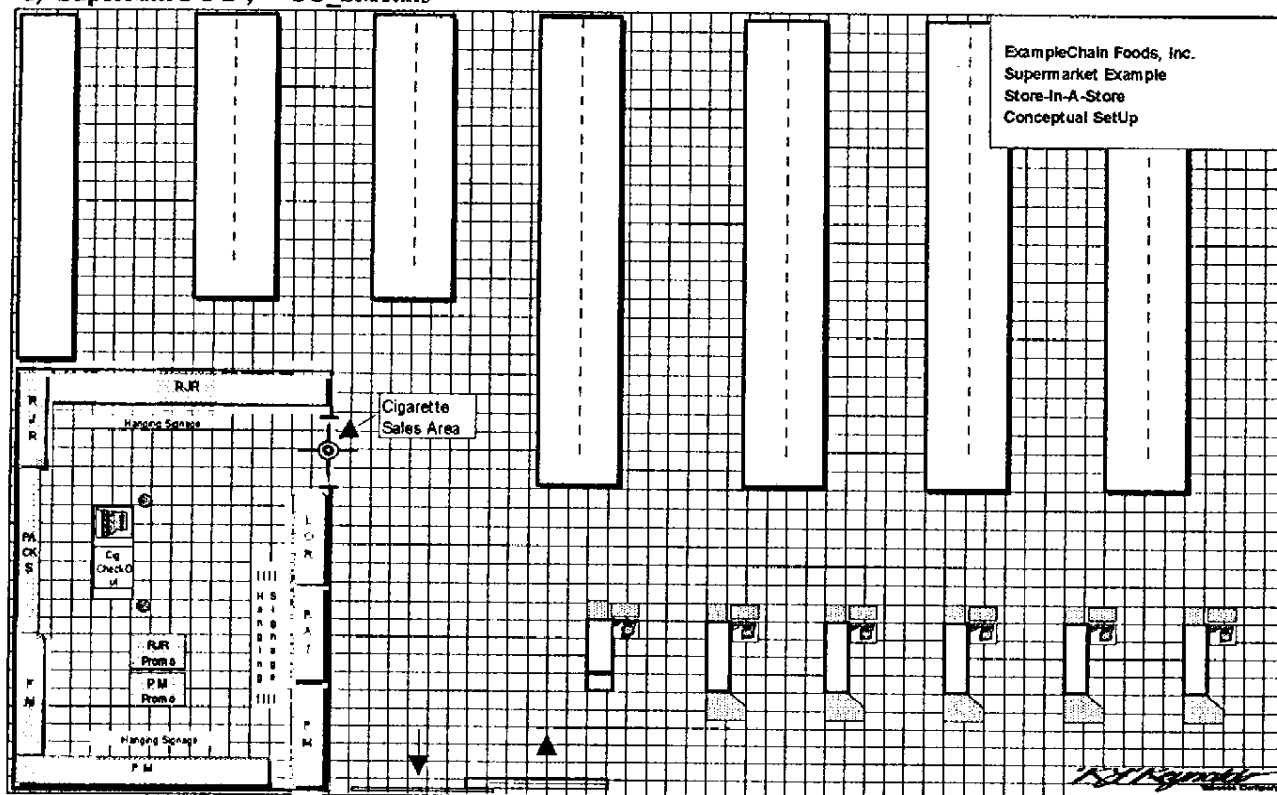


Cigarette Outlet Initiative - Store Layout / Planogram Examples :

Many of our trade partners are interested in information and assistance with regard to emerging needs and opportunities for Cigarette Stores and/or Store-In-A-Store concepts, in response to potential FDA regulation (restricted access) which might alter retail cigarette marketing. The following Example Planograms are loaded to your RJR ToolKit working directories, under SuperMkt Planogram and C-Store Planogram menu functions. You can access these example files from within the ToolKit applications (SuperMkt POG / C-Store POG), by opening the application and then using File Open to view or modify these store layouts. These files may be modified, and saved with different names, to make them account-specific, as needed. We hope they help you to address these critical cigarette category marketing issues with your trade customers.

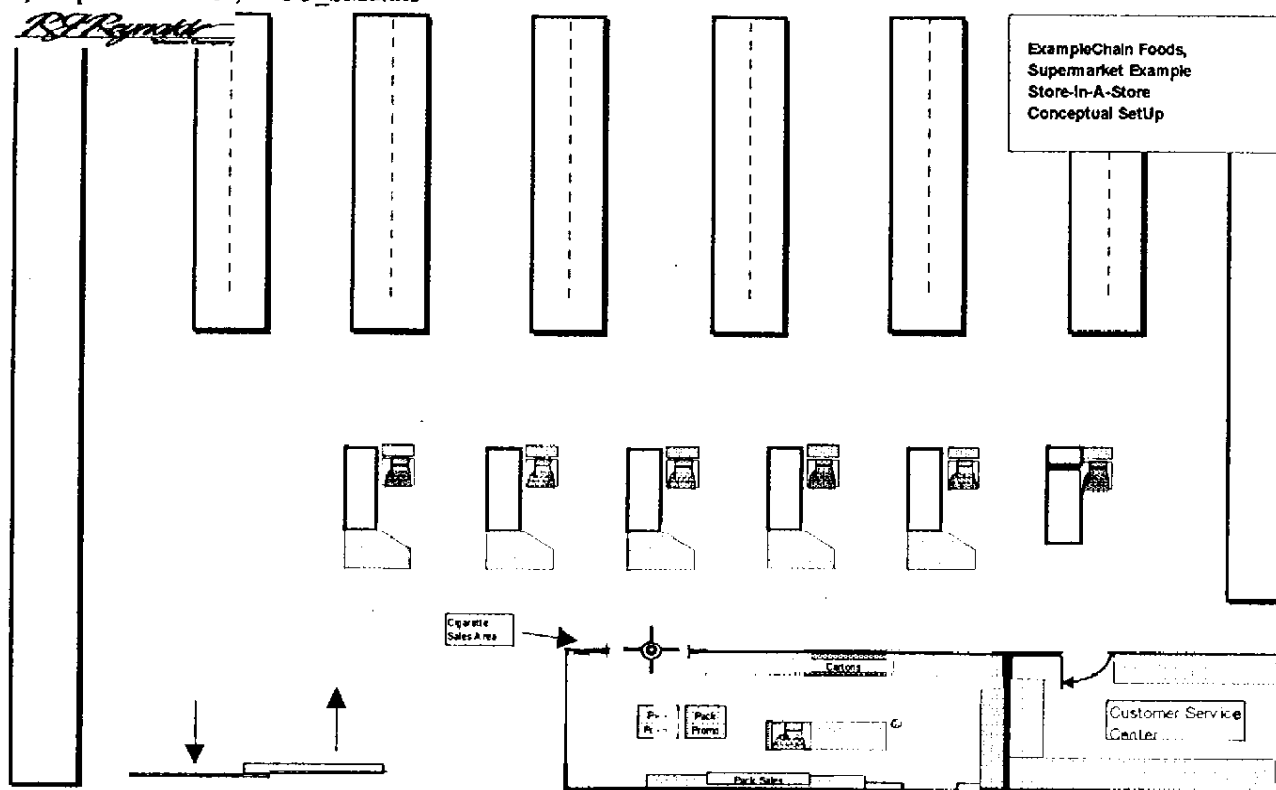
Example Planograms for Supermarket Store-In-A-Store :

1) SuperMkt POG ; "CO_SM1.xls" -

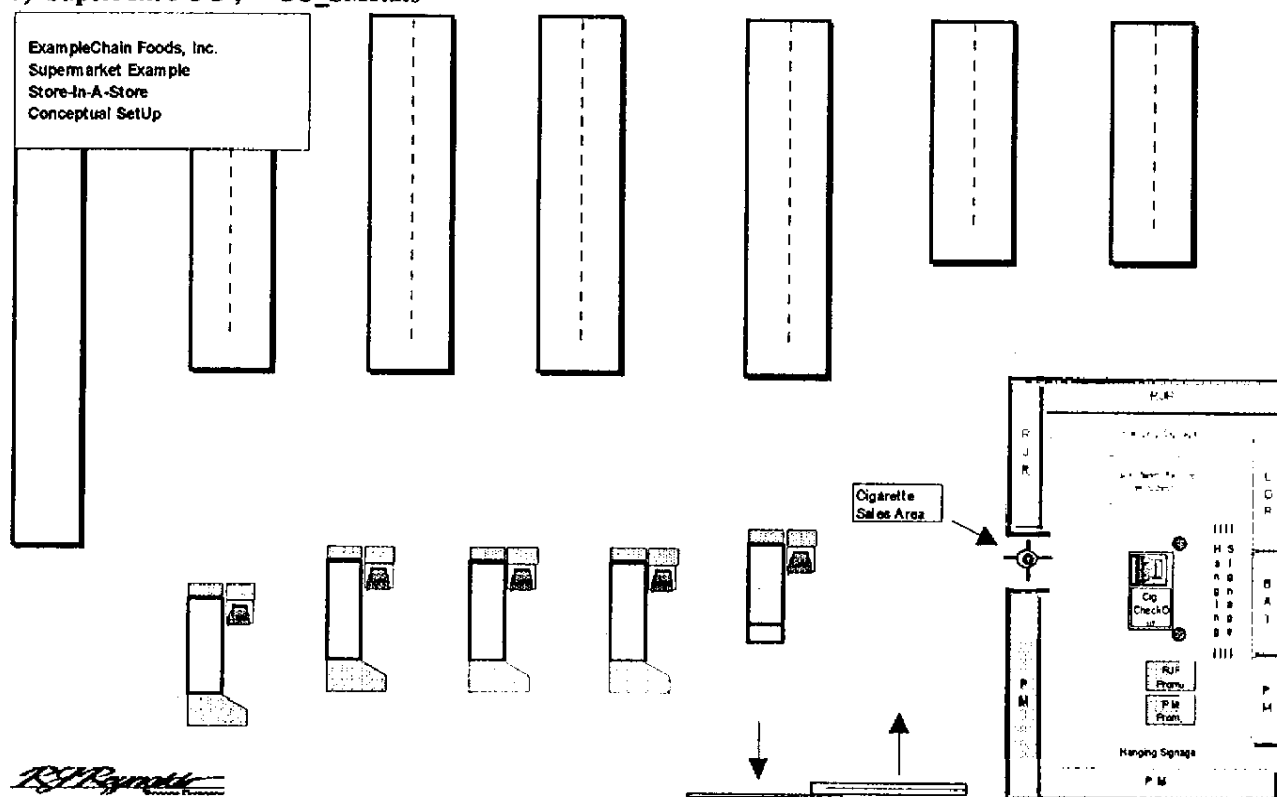


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2) SuperMkt POG ; "CO_SM2.xls" -

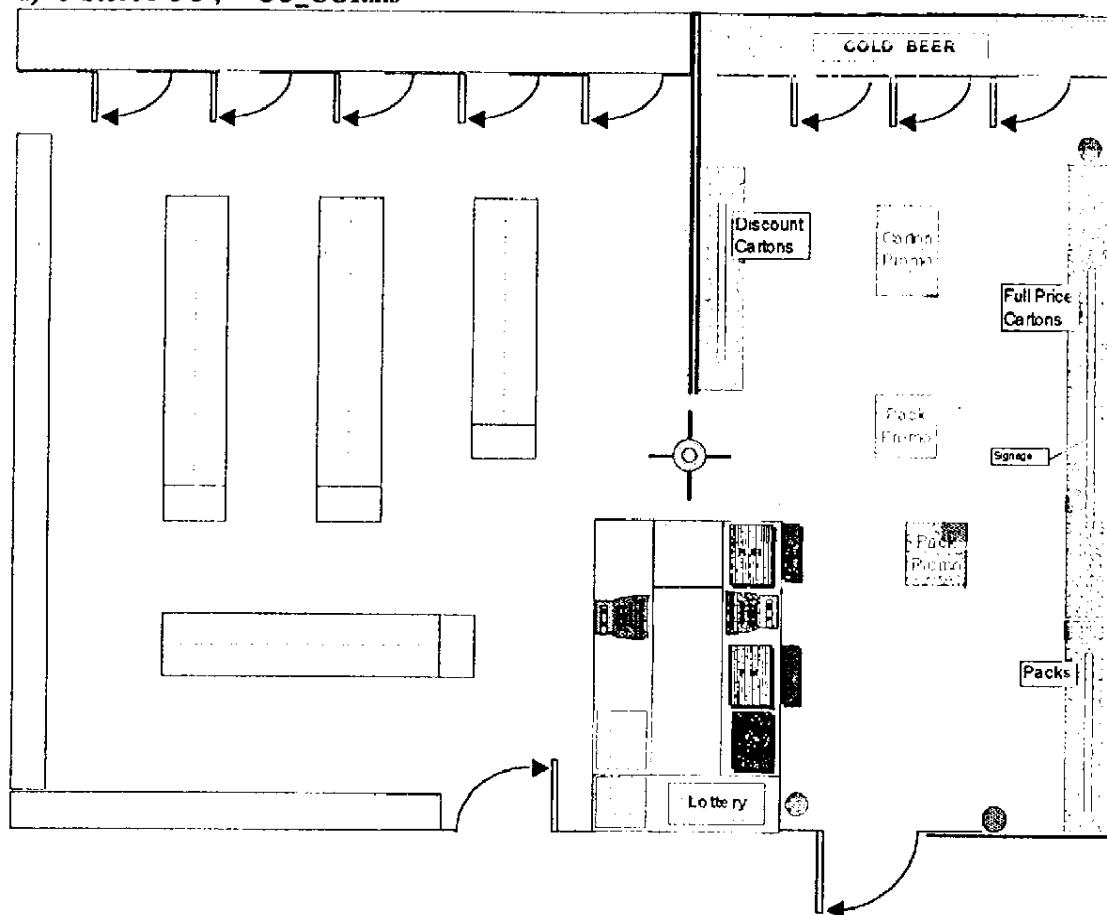


3) SuperMkt POG ; "CO_SM3.xls" -

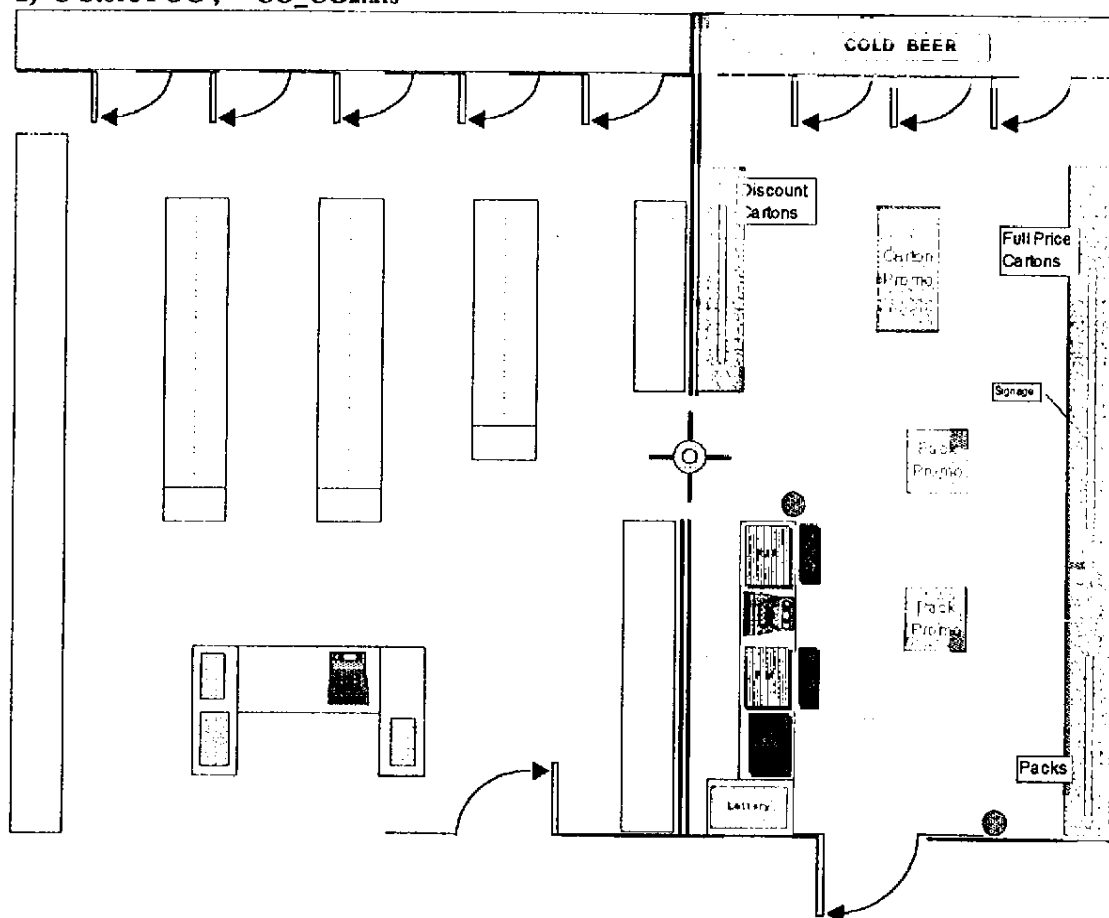


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1) C-Store POG ; "CO_CG1.xls" -

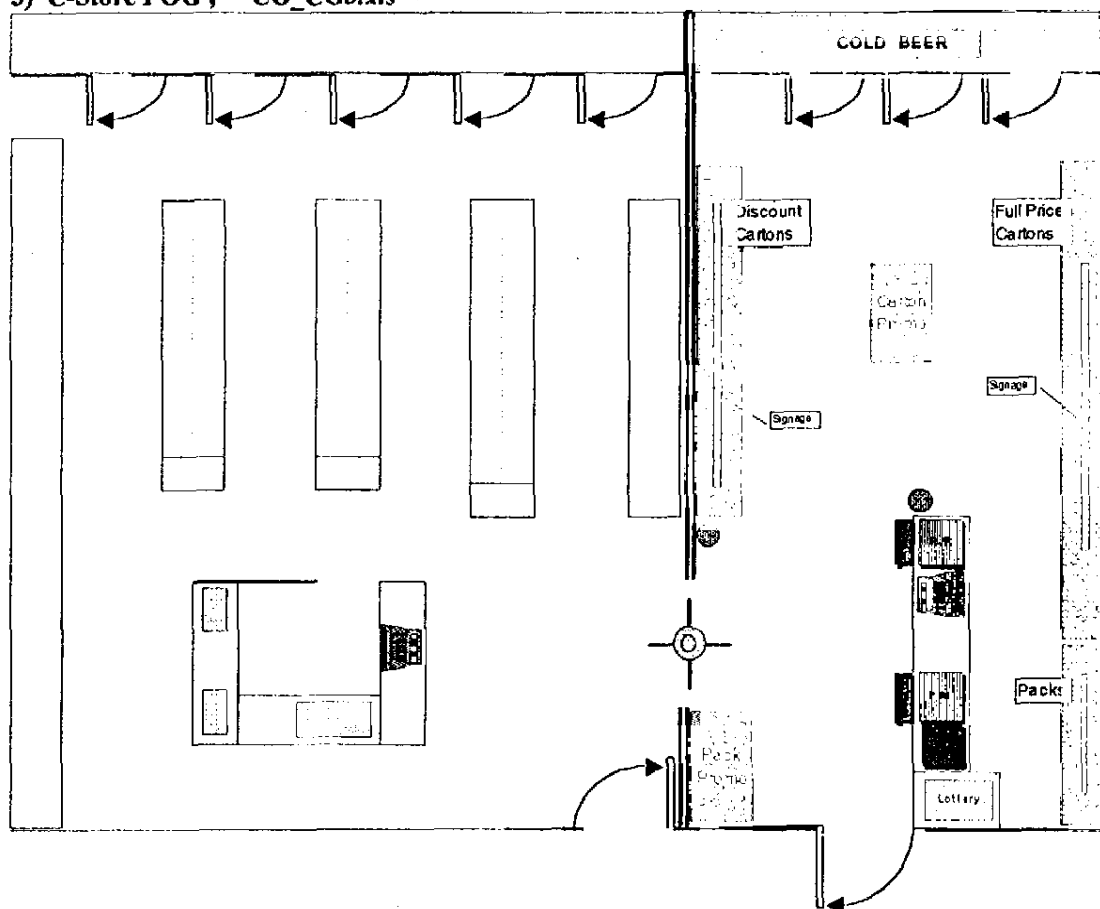


2) C-Store POG ; "CO_CG2.xls" -

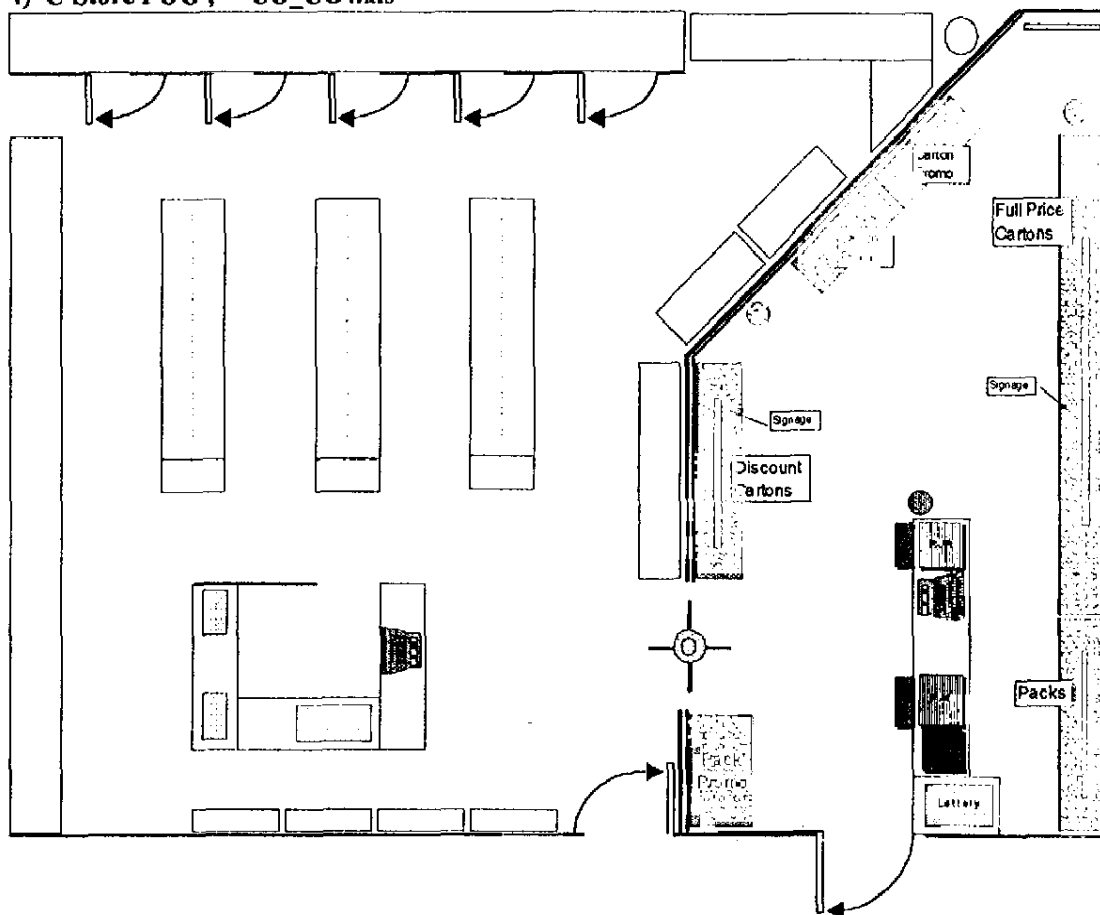


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3) C-Store POG ; "CO_CG3.xls" -



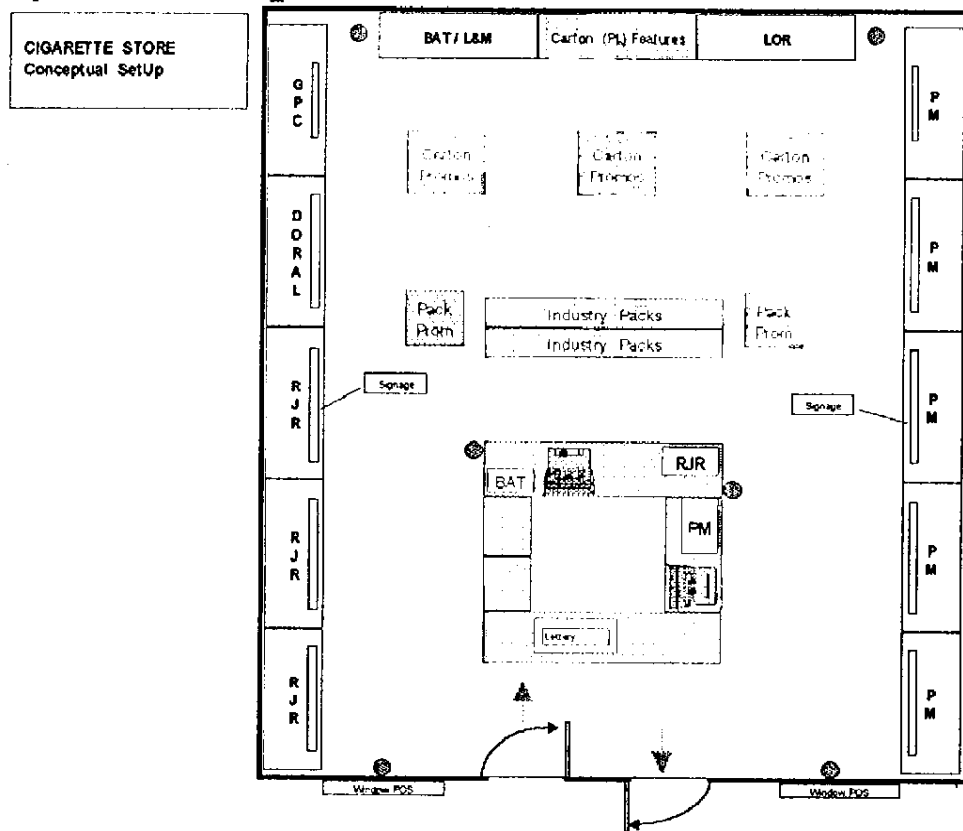
4) C-Store POG ; "CO_CG4.xls" -



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Example Planogram for Free-Standing Cigarette Store :

SuperMkt POG ; "CO_CS1.xls" -



RJ Reynolds

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